Marketing Plan and Partnership Opportunities 2004

A directory of Newfoundland and Labrador Tourism Marketing Initiatives and how you can participate.

NEWFOUNDLAND & LABRADOR
CANADA

Table of Contents

105-05829/

SHARING OUR VISION 3

YEAR IN REVIEW 5

2004 MARKETING PLAN 7

TOURING AND EXPLORER MARKETS 8
- Ontario Market 8
- Maritime Market 9
- Western Canada Market 9
- United States Market 10
- Overseas Market 11
- In-Province Market 13
- Visiting Friends and Relatives Market 13

ACTIVITY MARKETS 14
- Meetings, Conventions and Incentive Travel Market 14
- Hunting and Fishing Market 16
- Outdoor Adventure Market 17
- Winter Market 18

INITIATIVES SUPPORTING ALL MARKETS 19
- Travel Media Program 19
- Travel Trade Program 20
- Travel Guide 2005 21
- Visitor Information Centres 22
- Tourism Information Management System 22
- Web Site Link Program 23
- Tourism "Open Mic" Program 23
- Marketing Partnerships 23

2004 PARTNERSHIP PROGRAMS GUIDELINES 24

ACRONYMS 24

Sharing Our Vision

Dear Tourism Partner:

The Department of Tourism, Culture and Recreation (TCR) is pleased to provide the Marketing Plan and Opportunities Booklet for 2004, a directory of marketing services and programs available to the tourism industry. The booklet is designed to make it easier for you to take part in the marketing programs that best suit your business. Our goal is to work with local, national and international industry partners to make potential tourists aware of the possibilities for travel to Newfoundland and Labrador.

2004 will be a year of renewed partnership and cooperation with the establishment of the Newfoundland and Labrador Tourism Marketing Council (NLTMC), an industry-government team committed to ensuring that tourism continues to grow. The mandate of the council is to help prepare the marketing strategy and annual marketing plans, and to monitor their implementation. The NLTMC will also assist the Department with industry marketing partnership programs and report annually to the Minister on the status of these programs and the marketing plan. There are 13 industry representatives and two departmental representatives on the NLTMC. The first meeting was held in October, 2003 and council is actively reviewing current programs and preparing for 2005 and beyond. The establishment of the council marks a new era in working together to ensure that our marketing strategy is appropriate for the opportunities and challenges of the future. Over the coming months, you will be hearing more about the NLTMC. Visit www.gov.nl.ca/tcr/nltmc for updates.

For more information, you may contact Shelley Magnússon at shelleymagnusson@gov.nl.ca or 709-729-5251.

Sincerely,

Newfoundland and Labrador Tourism

Sharing Our Vision

Year in Review

The first half of 2003 was among the most difficult period tourism businesses have ever experienced in Canada. War, SARS, airline sector problems, fires, power outages, a general economic slowdown and a strengthened Canadian dollar have compounded the effects of 9/11. The decline in international travel to Canada was dramatic, dropping to volumes last recorded in 1994.

By comparison, Newfoundland and Labrador fared better and did not suffer the direct, severe impacts experienced in other regions of the country. Non-resident visitors and expenditures in 2003 matched statistics recorded in 2002, with 439,400 visitors and $300 million recorded. For the first 11 months of 2003, the province saw an increase in airline visitors that offset declines in auto and cruise visitors.

The introduction of additional low cost carriers, increased domestic travel and new flight connections resulted in increased air passenger movements, from a decrease of eight per cent earlier in the year to an increase of five per cent over the same period in 2002. Specifically, St. John's and Deer Lake airports reported increases of nine and 15 per cent, respectively. Over the peak summer months, both airports reported increases in activity of 20 per cent.

The province's natural heritage sites performed very well in 2003. Camping units registered at provincial parks showed an increase of 13 per cent over 2002. Likewise, available data indicate that visitation at Cape St. Mary's and Burnt Cape Ecological Reserves increased over last year. These increases can be attributed to more residents opting to tour their own province. Fewer residents exited the province by auto this year, contributing to increases at these sites as well as some national and provincial historic sites.

2004 Marketing Plan

STRATEGIC PRIORITIES

TOURISM PHILOSOPHY

For Newfoundland and Labrador, there's no such thing as an accidental tourist. It takes deliberate action to visit here . . . compelled by curiosity and the promise of what is different.

MARKETING OBJECTIVES

- Increase non-resident visitation and expenditures from our core markets.
- Increase travel in the shoulder seasons of early summer and early fall.
- Increase in-province resident travel and expenditures.

MARKETING STRATEGY

- Focus resources on markets and products with the greatest return on investment.
- Position the province as "the Destination of Choice."
- Build consumer and trade awareness and increase visitation to Newfoundland and Labrador.
- Build on our existing brand icons.
- Integrate marketing activities with a consistent look and message.

BRAND POSITIONING

An arresting and compelling destination because of the blend of our unique offerings – exclusive products, dramatic seascape and landscape, significant history, distinct culture, and genuine people.

TARGET MARKETS

Touring and Explorer Markets

- Ontario
- Maritimes
- Western Canada
- United States
- Overseas
- In-province
- Visiting Friends and Relatives

Activity Markets

- Meetings, Conventions and Incentive Travel
- Hunting and Fishing
- Outdoor Adventure
- Winter

MARKETING HIGHLIGHTS FOR 2004

- Strengthened government and industry cooperation through the Newfoundland and Labrador Marketing Council
- Newfoundland and Labrador hosts the Travel Media Association of Canada Annual General Meeting and Marketplace in St. John's (February 28-March 1, 2004)
- Unique consumer event with Liquor Control Board of Ontario (LCBO) (March 26-27, 2004)
- E-newsletter launched
- Winter Escape Guide launched
- Newfoundland and Labrador hosts the East Coast Music Awards in St. John's (February 12- 15, 2004)
- Tourism Atlantic Marketing Initiative (TAMI)

Touring and Explorer Markets

Newfoundland and Labrador's Touring and Explorer Market consists of the leisure tourists who participate in sightseeing and soft adventure activities. They seek a broad range of vacation experiences based on our diverse blend of significant cultural heritage, soft adventure, and nature viewing experiences. They enjoy cultural activities including shopping, dining, visiting museums, art exhibits, and historic sites. They also enjoy outdoor activities such as hiking, birding, kayaking, and canoeing. Marketing efforts for the Touring and Explorer Market is segmented into "geographic" markets.

Domestic travel within Canada remains the backbone of the Canadian tourism industry. The Canadian Domestic Market comprises 82% of all our non-resident visitors. The areas that offer Newfoundland and Labrador the best marketing cost-effectiveness and market potential are Ontario, the Maritimes and Western Canada. This is due to relative ease of access, affinity or personal connection to our province, and the unique appeal we have as a destination.

The marketing program encourages increased visitation through consumer advertising, media relations and travel trade initiatives. Where general awareness of Newfoundland and Labrador is higher, such as Maritimes and Ontario, we use advertising to communicate with our consumer. Where awareness levels are lower due to physical distance, like the overseas market, we place more emphasis on travel trade activities.

Our touring and explorer marketing efforts will target in the following demographics:

- ages 35 to 54, and heavy emphasis on 55+
- highly educated
- above average income
- active lifestyle, participate in outdoor activities, off the beaten track

ONTARIO MARKET

Ontario represents nearly 46% of the Canadian market and is our highest priority. The focus is on Toronto and the surrounding area. Advertising is weighted toward consumer awareness. This year, advertising weights will be increased with the addition of Tourism Atlantic Marketing Initiative (TAMI).

TAMI is a government of Canada program delivered by ACOA. The initiative will provide funds for tourism marketing efforts in Ontario and Quebec. The total program budget is $5.0 million with a 70% ($3.5 million) contribution from ACOA and the remaining 30% ($1.5 million) contributed by the four Atlantic provinces. Each province will implement an incremental marketing program valued at $1.242 million by March 31, 2004. Newfoundland and Labrador will incrementally increase marketing efforts in our core domestic market of Ontario that will include increased TV, magazine and internet marketing. TAMI will assist the province and our industry to respond to key challenges involving brand awareness, advertising reach and frequency in order to grow visitation and revenue.

Consumer Initiatives

Television

- 30-second general awareness TV ads (January to April)

Magazine

- Canadian Geographic, Harrowsmith, National Geographic, LCBO Food and Drink (January to May)

Newspaper

- Toronto Star, Globe & Mail (March to May)

Direct Mail

- Targeted to inquiry database and other purchased lists (May)

Internet

- Media banners on various travel, magazine and special TV channel websites (February to March)

Consumer Shows

- **Toronto Travel and Leisure Show**
  Toronto, ON – April 1-4, 2004
  www.travelandleisureshow.com
  Key Ontario consumer show including a trade evening and a 3-day consumer show.
  Who should attend: Receptive operators, accommodations, attractions and events, transportation and DMOs
  Cost: Booth Space $1,450.00 (10'x 10' booth),
  Furnishings: $200.00
  For information contact Sandy Hickman 709-729-5260 shickman@gov.nl.ca

Travel Trade Initiatives

Marketplace

- **Ontario Motorcoach Association Annual Convention (OMCA)**
  Toronto, ON – November 7-10, 2004
  www.omca.com
  Motorcoach tour operators from Canada and the US, primarily from Ontario, meeting in one-to-one pre-scheduled appointments
  Who should attend: Receptive operators, accommodations, attractions and events, transportation and Destination Marketing Organizations (DMO).
  Cost: Initiation Fee $160.00, Annual Dues, DMO $360.00, Hotels, Tour Services, Attractions, Food Service Retail $315.00 Registration Fee $665.00 (Based on 2003 Rates)
  For information contact Cathy Anderson 709-729-5633 canderson@gov.nl.ca

MARITIME MARKET

Collectively, Nova Scotia, Prince Edward Island and New Brunswick account for 31% of all domestic visitation to Newfoundland and Labrador.

Consumer Initiatives

Television

- 30-second general awareness TV ads (February to April)

Magazine

- Saltscapes (January, March and May)

Radio

- Halifax, Sydney, Moncton, Saint John, Fredericton, Charlottetown (April and May)

Outdoor

- Billboards in Halifax, Sydney, Moncton, Saint John (April to May)

WESTERN CANADA MARKET

Marketing in Western Canada, with emphasis on Alberta, has a been a developmental market for the past three years. There has been a steady increase in visitation since 2000. Visits from Western Canada account for 17% of all domestic visitation to Newfoundland and Labrador.

Consumer Initiatives

Television

- 30-second general awareness TV ads (February to March)

Magazine

- Western Living, Alberta Edition (February, March, May)

UNITED STATES MARKET

The New England region of the United States is the key international market for Canada. It also provides great potential for Newfoundland and Labrador, as these travellers are demanding adventure and cultural/heritage experiences in new destinations. At present, 13% of our visitors come from the United States.

The United States is a significant market and the competition for market share in the northeast United States is enormous. To maximize our market share, Newfoundland and Labrador works co-operatively with the Atlantic Canada Tourism Partnership (ACTP) and the Canadian Tourism Commission (CTC).

ACTP is a nine member pan-Atlantic partnership comprising the Atlantic Canada Opportunities Agency, the four Atlantic Canada Tourism Industry Associations, and the four Provincial Departments responsible for tourism.

Consumer Initiatives

Magazine

- Audubon, Natural History, Smithsonian, National Parks, Acadia Park Magazine, Saltscapes Travel Guide to Canada's East Coast (February to June)

Direct Mail

- Targeted to New England consumers, explorer oriented utilizing various databases (May) – to be confirmed

Consumer Shows

- **AAA Southern New England Travel Marketplace 2004**
  Foxborugh, MA – March 5-7, 2004
  Southern New England AAA members show. Three-day consumer show.
  Who should attend: Receptive operators, major accommodation operators, major attraction and events, regional tourism associations, DMOs
  Cost: Booth Space $1,100.00 US (8' x 10'); Furnishing extra
  For information contact Sandy Hickman 709-729-5260 shickman@gov.nl.ca

Travel Trade Initiatives

Trade Shows and Marketplaces

- **American Bus Association Marketplace**
  New York, NY – January 16-21, 2004
  Chicago, IL – February 5-10 , 2005
  www.buses.org
  US and Canadian Tour/Motorcoach Operators meetings in one-to-one pre-scheduled appointments. Association membership required in advance of marketplace registration.
  Who should attend: Receptive operators, accommodations, attractions and events, transportation, and DMOs
  Cost: Membership $475.00 US per year; Delegate Fee $995.00 US (2004 rates)
  For information contact Cathy Anderson 709-729-5633 canderson@gov.nl.ca

- **Educational Travel Conference and Trade Show**
  (Formerly the Non-Profits Conference)
  Washington, DC – February 4-7, 2004
  www.travelearning.com
  Meet with travel planners from alumni associations, continuing education departments, zoos and nature centres, conservation groups, museums, cultural institutions, and other organizations interested in enrichment travel and learning vacations.
  Who should attend: Receptive Operators, DMOs
  Cost: Registration Fee $1,195.00 US
  For information contact Charlotte Jewczyk 709-729-0992 cjewczyk@gov.nl.ca

- **Seatrade Cruise Shipping and Trade Show**
  Miami Beach, FL – March 15-18, 2004
  www.cruiseshipping.net
  TCR primarily addresses the cruise market through our partnerships with Cruise Association of Newfoundland and Labrador (CANAL) and the Atlantic Canada Cruise Association (ACCA). CANAL is the lead organization for this international cruise marketplace and conference which TCR supports.
  Who should attend: Receptive operators, port authorities and DMOs
  Cost: Non exhibiting delegate $975.00 US, early bird $875.00 US, Exhibitor $595.00 US, Booth $3,225.00 US per 10' X 10' booth plus pavilion fees
  For information contact Charlotte Jewczyk 709-729-0992 cjewczyk@gov.nl.ca

- **Atlantic Canada Showcase (ACS) Marketplace**
  St. John's, NL – October 12-14, 2004
  www.atlanticcanadashowcase.com
  Held in Atlantic Canada bi-annually for North American tour operators. Meetings are one-to-one pre-scheduled appointments.
  Who should attend: Receptive operators, accommodations, attractions and events and DMOs
  Cost: Registration Fee TBA
  For information contact Cathy Anderson 709-729-5633 canderson@gov.nl.ca

- **National Tour Association (NTA) Marketplace**
  Toronto, ON – November 12-16, 2004
  Detroit, MI – November 4-8, 2005
  www.ntaonline.com
  American and Canadian tour and motorcoach operators meetings in one-to-one pre-scheduled appointments. Association membership required in advance of marketplace registration.
  Who should attend: Receptive operators, accommodations, attractions, events, transportation and DMOs.
  Cost: Membership, one time initiation fee $1,000.00 US; Annual dues $550.00 US; Delegate fee $1,005.00 US (based on 2003 rates)

- **USTOA 2004 Marketplace**
  United States Tour Operator Association
  Hollywood, FL – December 6-8, 2004
  www.ustoa.com
  U.S. and Canadian Tour Operators meetings in one-to-one pre-scheduled appointments. USTOA is a U.S.-based organization of wholesale tour operators as well as Associate and Allied members. (Association membership required in advance of marketplace registration)
  Who should attend: Receptive operators, accommodations, attractions and events, transportation, and DMOs
  Cost: Membership $750.00 US per year; Registration Fee $600.00 US (plus membership fee) (Based upon 2003 rates)
  For information contact Charlotte Jewczyk 709-729-0992 cjewczyk@gov.nl.ca

OVERSEAS MARKET

Overseas is a development market for Newfoundland and Labrador with low penetration but with long term potential. It currently represents 5% of our total market share and visits to the province. TCR will continue to market in partnership with our Atlantic Canada partners. The primary focus is on the United Kingdom, Germany, German speaking countries and Japan.

Marketing efforts are heavily focused on travel trade and partnerships with the CTC. Participation with CTC include TV and print campaigns in the UK and Germany. The partnership also develops measurable co-ops and partnerships with in-market tour operators and develops and distributes foreign language publications to fulfill consumer and trade requests in Germany and Japan.
For information contact Kathleen Crotty 709-729-6150 kcrotty@gov.nl.ca

Consumer Initiatives

Consumer Shows

- **CMT**
  Stuttgart, Germany January 17-25, 2004
  www.messe-stuttgart.de/cmt/2004/englisch
  Participation with Atlantic Canada Tourism Partnership. Major consumer show based in one of Germany's most affluent regions. Sponsored by the Canadian Tourism Commission.

Who should attend: Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs
Cost: Registration fee $2,000.00, includes registration, booth and directory listing. Additional delegate registration $50.00

Trade Initiatives

Trade Shows

- **Canada/Swiss Trade Event**
  Zurich, Switzerland – February 18 & 19 2004
  www.travelcanada.ca
  Swiss tour operator/travel agent/media event with open appointments and concurrent workshops. Participation with Atlantic Canada Tourism Partnership. Sponsored by the Canadian Tourism Commission.
  Who should attend: Tour wholesalers, major accommodation chains, transportation sector and Provincial Marketing Organizations
  Registration fee: $1,700.00, trade only; seminar format with interactive presentations, marketplace and non-scheduled appointments.

- **Spotlight Canada**
  London, England – March 8-10, 2004
  www.spotlightcanadauk.com
  One-on-one pre-scheduled appointment between UK tour operators/media and Canadian suppliers. Participation in partnership with Atlantic Canada Tourism Partnership. Sponsored by the Canadian Tourism Commission.
  Who should attend: Receptive operators, accommodations, major attractions, activities and events, transportation, and DMOs
  Cost: Registration Fee $50.00/person, booth fee $2,500.00, includes registration, booth, directory listing, reception, and briefing on the UK market.

- **ITB Berlin**
  Berlin, Germany – March 12-16, 2004
  www.itb-berlin.com
  World's largest international tourism trade show of tour operators, travel agents and media. Participation in partnership with Atlantic Canada Tourism Partnership. Sponsored by the Canadian Tourism Commission.
  Who should attend: Tour wholesalers, receptive operators, accommodations, major attractions, activities and events, transportation and DMOs
  Cost: Single-sided workstation $3,565.00, double-sided workstation $5,135.00, single-side booth $7,075.00, double-sided booth $9,980.00. Includes booth, directory listing, CTC briefing on the German market and networking functions.

- **Rendez-Vous Canada (RVC)**
  Montreal, QC – May 1-5, 2004
  www.rendezvouscanada.ca
  International tour operators and media from Canada, United States and overseas meet in one-to-one pre-scheduled appointments.
  Who should attend: Receptive operators, resort operators, accommodations, attractions and events, and DMOs
  Cost: Registration fee $835.00 ($735.00 TIAC member), booth fee $995.00 shared, $1,925.00 full. DMO table fee $850.00, DMO delegate fee $835.00. Includes 8' x 10' booth, pipe and drape, marketplace appointments, social functions, security, booth storage, some meals, and travel between hotel and RVC Venue.

IN-PROVINCE MARKET

"In-province" refers to those marketing efforts directed internally within the province. The in-province campaign aims to encourage the non-resident visitor to extend their stay and spending; to encourage the friend and relative visitor to do more things while they are in the province; to encourage residents to make more in-province trips to different places and try different tourism experiences. Residents of Newfoundland and Labrador represent the largest and most important market segment for tourism in the province.

Consumer Initiatives

Direct Mail

- **Spring and Fall Escape Guide (To be confirmed)**
  The Escape Guide promotes Newfoundland and Labrador vacations to residents and in-province visitors alike. The goal of the program is to lengthen the tourism season by promoting "value offers" in the shoulder season. The 4-colour guide is distributed to every house hold in the province and placed in the provincial Visitor Information Centres. Other distribution channels may be added. Conditions and participant criteria apply.
  Deadlines: Spring 2004 and Fall 2004: To be confirmed
  Cost: To be confirmed (2003 rate: $500.00)
  For information contact Brett Thornhill 709-729-2806 bthornhill@gov.nl.ca or Shelley Magnússon 709-729-5251 shelleymagnusson@gov.nl.ca

VISITING FRIENDS AND RELATIVES MARKET

The Visiting Friends and Relatives market (VFR) is important for Newfoundland and Labrador. We define VFRs as expatriates, individuals with roots in our province, former residents but not born here, or individuals with family/friends living here.

- **Come Home Year Support Program**
  An application-based program available to any committee organizing a reunion/come home year that is intended to attract visitation from outside the province. Support includes mail-out service (out-of-province only) and advisory service.
  For information contact Sandy Hickman 709-729-5260 shickman@gov.nl.ca

Activity Markets

Our Activity/Niche Markets continue to provide opportunity for growth for Newfoundland and Labrador. These markets are medium-to-high volume and medium-to-high yield. In these markets, Newfoundland and Labrador has the unique, unusual, distinctive and exclusive product offerings that these markets demand:

- Meeting, Conventions and Incentive Travel
- Hunting and Fishing
- Outdoor Adventure
- Winter

MEETINGS, CONVENTIONS AND INCENTIVE TRAVEL MARKET

Meeting and conventions have an important economic impact on the Newfoundland and Labrador economy. Beside the direct benefits of hosting meeting and conventions, there are spin-off benefits from the significant pre- and post-conference stays. The Incentive Travel market is becoming a major focus of the MC&IT marketing effort. Recently, there has been an increase in awareness and interest in Newfoundland and Labrador as an incentive destination. While this market is in the developmental stage, there are export-ready products and services available. As a result, there is an increase in Newfoundland and Labrador incentive travel programming from both national and international incentive travel houses and corporate planners.

Incentive travel is a global management tool that uses an exceptional travel experience to motivate and/or recognize staff for increased levels of performance in support of organizational goals. TCR provides consultation, marketing and product development support to industry suppliers in this lucrative market. Trade shows and marketplaces are available through partnership opportunities in North American markets.

TCR provides consultation, materials support and mailing assistance to international, national and regional conference organizers hosting conventions and meetings in Newfoundland and Labrador.

For information contact Brenda Walsh 709-729-2777 bbwalsh@gov.nl.ca

Trade Initiatives

Advertising

- **Conventions Meeting Canada**
  Published annually by Meetings and Incentive Travel, Conventions Meeting Canada is the official guide to meeting places and services in Canada. It is distributed to more than 10,400 meeting planners in Canada, primarily corporations, associations and governments. TCR prepares the introductory page and the editorial content for the Newfoundland and Labrador section. Consultation on listings is available. Advertising partnerships are welcomed.

Trade Shows and Marketplaces

- **Tête a Tête**
  Ottawa, ON – February 26, 2004
  Ottawa Chapter of the Canadian Society of Association Executives (CSAE) Chapter Showcase.
  Who should attend: Convention Visitors Bureaus (CVB), DMOs Destination Marketing Companies (DMCs), Hotels
  Cost: Cost shared among participants; Booth Approximately $450.00, Tabletop displays

- **Canadian Tourism Commission Incentive Travel Showcases**
  Boston, Detroit, Hartford – Dates to be confirmed
  New York – Dates to be confirmed
  Canadian Tourism Commission sponsored and hosted Showcases in elected US cities. Clients by invitation only and pre-qualified.
  Who should attend: DMOs, DMCs, Hotels
  Cost: Each Showcase $1,500.00 approximately;
  Each participant: $1,000.00, includes table top booth and reception

- **Trailblazers Incentive Marketplace**
  Victoria, BC – July 30-August 2, 2004
  Five-country partnership in a 3-day marketplace with approximately 80 qualified buyers. Buyer-seller ratio 1:1. Organized through CTC Chicago
  Who should attend: DMCs, DMOs, Hotels
  Cost: Marketplace $4,000.00; Additional delegate $1,000.00

- **Canadian Meeting and Incentive Travel Trade Show and Symposium (CMITS)**
  Toronto, ON – August 23-25, 2004
  www.mtgevents.com/educational
  Premier corporate meeting and incentive travel symposium and trade show. National corporate and incentive market.
  Who should attend: CVBs, DMOs, DMCs, Hotels
  Cost: Symposium registration $500.00; Booth cost-shared among participants, each booth approximately $1,500.00

- **Incentive Travel and Meeting Executive Trade Show (IT&ME)**
  Chicago, IL – September 28-30, 2004
  www.motivationshow.com
  Premier Incentive Travel show in North America. Participation in partnership with the Canadian Tourism Commission within the Canada stand.
  Who should attend: DMCs, DMOs, Hotels
  Cost: Booth as part of Canada Stand $3,000.00, cost shared among participants

- **Canadian Society of Association Executives (CSAE) Conference and Trade Show**
  Montreal, PQ – October, 2004
  www.csae.com
  Premier Association market trade show and conference.
  Who should attend: CVBs, DMOs, DMCs, Hotels
  Cost: Conference registration $600.00; Booth cost-shared among participants approximately $1,500.00

HUNTING AND FISHING MARKET

Newfoundland and Labrador offers hunters and sports fish enthusiasts one of the most amazing and rewarding outdoor recreation experiences in the world. Our big game moose population densities are higher than anywhere in North America and as high as anywhere in the world, and our game fishing is among the most prized in the world. The hunting and fishing market contributes significantly to our tourism revenues.

For information contact Ed Best 709-729-0096 edbest@gov.nl.ca

Consumer Initiatives

Magazine

- **United States:** American Hunter, Outdoor Life, Woman's Outlook, Bowhunter Magazine, Fly Fish America, Peterson's Hunting.
  Canada: Eastern Woods & Waters, Ontario Out of Doors, Atlantic Salmon Journal (January to March)

Internet

- Media banners on various websites (January to March)

Direct Mail

- Targeted to a qualified hunt & fish database

Publication

- **Hunting and Fishing Guide 2005**
  The Hunting and Fishing Guide is a publication developed in cooperation with the Newfoundland and Labrador outfitters. Forty thousand copies are produced as fulfilment to inquiries about hunting and fishing in our province.

Distribution Date:	January 2005
Free Listing Deadline:	May 31, 2004
Paid Advertising Booking Deadline:	August 22, 2004
Advertising Material & Payment Deadline:	August 29, 2004

Paid advertising (Regular)
Cost/Size Specifications:

Full Page	$4,000.00	1/2 Page	$2,100.00
1/3 Page	$1,150.00	1/6 Page	$575.00 (Full colour)
1/6 Page	$430.00 (BW + one colour)	1/6 Page	$285.00 (Black & White)
1/12 Page	$145.00 (Black & White, copy only)		

Paid advertising (NLOA Section)*
1/3 Page $1000.00
* Advertisers in this section must be members of the Newfoundland and Labrador Outfitters Association.
The rates are currently under review for 2004 and will be finalized prior to the ad solicitation process.
For information contact Brett Thornhill 709-729-2806 bthornhill@gov.nl.ca
To book advertising contact The Bristol Group 709-753-7242 info@bristolgroup.ca

Advertising

- **Magazine Advertising Co-op**
  American Hunter is the official hunting journal of the National Rifle Association (NRA) and is distributed to more than 1.5 million NRA members monthly. This publication provides Newfoundland and Labrador outfitters an opportunity to reach our key big game hunting market. This is the third year for this program in American Hunter, following a positive survey of participants in last year's co-op.
  Distribution Date: March 2003
  For information contact Brett Thornhill 709-729-2806 bthornhill@gov.nl.ca

Consumer Shows

- **Safari Club International Convention**
  Reno, NV – January 21-24, 2004
  www.scifirstforhunters.org
  The premier hunting show in the United States for big game hunting enthusiasts and travel agents.
  Who should attend: Hunting outfitters and DMOs
  Cost: Booth Space $1,850.00 US (10' x 10'); Annual Membership $55.00 US; Minimum $400.00 US donation required

- **The Fly Fishing Show**
  Marlborough, MA – January 16-18, 2004
  www.flyfishingshow.com
  Fly-fishing enthusiasts, journalists and travel agents in the mid-Atlantic region of the United States.
  Who should attend: Fishing outfitters and DMOs
  Cost: Booth Space $750.00 US (10' x 10'); Corner Booth Extra $75.00 US

- **The Fly Fishing Show**
  Somerset, NJ – January 23-25, 2004
  www.flyfishingshow.com
  Fishing enthusiasts, journalists and travel agents in the Tri-State area. The world's largest fly fishing show.
  Who should attend: Fishing outfitters and DMOs
  Cost: Booth Space $925.00 US (10' x 10'); Corner Booth $95.00 extra

- **Eastern Fishing and Outdoor Exposition**
  Worcester, MA – February 5-8, 2004
  www.sportshows.com
  Hunting and fishing enthusiasts, travel agents in the New England metro Boston area. North East Writers Association members.
  Who should attend: Hunting and fishing outfitters and DMOs
  Cost: Booth Space $790.00 US (10' x 10')

- **National Rifle Association Convention**
  Pittsburgh, PA – April 16-18, 2004
  www.nra.org
  Hunting enthusiasts and travel agents in the West and mid-West United States area.
  Who should attend: Hunting outfitters and DMOs
  Cost: Booth Space $700.00 US (10' x 10'); Corner Booth $775.00 US

- **Hunters Extravaganza**
  Fort Worth, TX – August 20-22, 2004
  www.ttha.com
  Trophy hunting enthusiasts and travel agents in the Texas area. The largest hunting show in the South.
  Who should attend: Hunting outfitters and DMOs
  Cost: Booth Space $700.00 US (10' x 10'); Corner Booth $800.00 US

OUTDOOR ADVENTURE MARKET

Outdoor and nature activities such as birding, kayaking, hiking are core to our tourism experiences. These experiences appeal to outdoor enthusiasts and have a broad appeal to our touring market. TCR will continue to partner with the Adventure Tourism Association of Newfoundland and Labrador on consumer and trade programs.

Consumer Initiatives

Publication

- **The Outdoor Adventure Guide**
  The Outdoor Adventure Guide includes sections on whale watching, iceberg watching, bird watching, hiking, walking, nature viewing, canoeing, sea kayaking and winter activities. It is distributed to adventure inquiries received by TCR and at various applicable consumer and trade shows.

Consumer Shows

- **The Advil Outdoor Adventure Show**
  Toronto, ON – February 20-22, 2004
  www.nationalevent.com
  Canada's top outdoor adventure travel show with over 31,000 attendees in 2003. Canada's largest consumer show dedicated to outdoor adventure.
  Who should attend: Receptive adventure operators, accommodations, major attractions and events, transportation and DMOs
  Cost: Booth Space $1,345.00 (10' x 10'),
  Seminar Registration $100.00
  For information contact Sandy Hickman 709-729-5260 shickman@gov.nl.ca

WINTER MARKET

Winter experiences such as skiing and snowmobiling, along with winter urban and rural experiences, appeal to both outdoor enthusiasts and our touring market.

Consumer Initiatives

- **Ski Awareness Campaign**
  The ski campaign is a co-op program with Marble Mountain Corporation that utilizes television, newspaper, radio, and special promotions to reach Maritimers, Newfoundlanders and Labradorians.
  For information contact Brett Thornhill 709-729-2806 bthornhill@gov.nl.ca

Television

- 30-second general awareness TV ads (December to March)

Newspaper

- Maritimes: Halifax Herald, Daily News.
  In-province: The Coast, The Telegram (December to March)

Radio

- Halifax and St. John's

Publication

- **Winter Escape Guide**
  The new Winter Escape Guide was launched for the 2003/2004 winter season. The guide promotes winter vacations to residents of Newfoundland and Labrador, and the Halifax metro area. The 4-colour guide was distributed to selected households throughout the province, inserted in the Halifax Herald and was supported by an in-province radio campaign.

Consumer Show

- **Toronto International Snowmobilers Show**
  Toronto, ON – October 2004 (To be confirmed)
  www.torontosnowmobileshow.com
  This show attracts tens of thousands of snowmobile enthusiasts from all over Ontario, Quebec, the Maritimes, New York, Michigan, Ohio, etc.
  Who should attend: Receptive tour operators, outfitters, accommodations, DMOs, snowmobile related services and providers.
  Cost: Booth Space $1,000.00 (10' x 10')
  For information contact Sandy Hickman 709-729-5260 shickman@gov.nl.ca

Initiatives Supporting All Markets

TRAVEL MEDIA PROGRAM

The Travel Media Program plays an integral role in maximizing consumer and trade awareness of Newfoundland and Labrador through unpaid media coverage in key markets. Travel media includes freelance journalists, travel editors, broadcasters, producers and travel trade media. The editorial value from travel stories is four times that of paid advertising. We receive extensive media attention through hosted press trips totalling on average $35 million per year. Last year, Newfoundland and Labrador was featured in the San Francisco Chronicle, the Boston Globe, Travel & Leisure, Globe and Mail, National Post, to name a few.

Who should participate: Destination Marketing Organizations and Regional Tourism Associations with new tourism products or unique travel story ideas. Export-ready and commissionable suppliers such as accommodations, food and beverage operations, transportation, and attractions.
For information contact Gillian Marx 709-729-2832 gmarx@gov.nl.ca

Editorial

Help us keep the media informed of what's new in Newfoundland and Labrador. Send us information about new travel products, events, personalities, folklore, regional descriptions for unique travel story opportunities. The information you send us is used to pitch unique story ideas to media and to initiate and plan media tours to Newfoundland and Labrador for qualified journalists. You can also submit articles on new tourism products and attractions for CTC and various media association newsletters.

Media Tours

Co-host media journalists at your business as they tour Newfoundland and Labrador to experience our tourism products first-hand. You can participate by sharing costs or in-kind contributions with TCR for these tours.

Sales Activities

Media receptions, promotions and sales calls in our key geographic markets are crucial elements in our travel media program. Many of these activities are done in partnership with CTC and ACTP.

Media Marketplaces

- **Travel Media Association of Canada Annual General Meeting and Marketplace**
  St. John's, NL – February 28-March 1, 2004
  www.travelmedia.ca
  Meetings with Canadian travel media one-to-one in pre-scheduled appointments.
  Who should attend: Major attractions, events and DMOs
  Cost: Membership $160.00; Initiation fee $50.00; Registration Fee $500.00 includes marketplace appointments, networking functions, professional development, and some meals. Membership required to attend.

- **Annual Canadian Tourism Commission Media Marketplace**
  Pasadena, CA – April 21-23, 2004
  www.canadamediamarket.org
  Meetings with primarily American travel media one-to-one in pre-scheduled appointments.
  Who should attend: Major attractions, events and DMOs.
  Cost: Registration $2,500.00 - $3,000.00 US, depending upon number of representatives. Includes marketplace appointments, networking functions, professional development, and some meals.

- **Society of American Travel Writers Annual General Meeting and Media Marketplace**
  St. Moritz, Switzerland – September 5-10, 2004
  www.satw.org

Meetings with primarily American travel media in one-to-one appointments and networking sessions. Membership required to attend.
Who should attend: Major attractions, events, DMOs.
Cost: Application Fees $450.00 US; Membership Dues $250.00 US; Membership Directory $150.00 US; Registration $1400.00 US Includes flight, accommodation, marketplace meeting, networking functions, professional development, some meals.

TRAVEL TRADE PROGRAM

The Travel Trade Program plays an integral role in tourism marketing through programs designed to increase tourism revenues by introducing new products and developing targeted joint marketing agreements (JMAs). Travel trade includes motorcoach, cruise, and Foreign/Fully Independant Travellers companies, conference and incentive travel planners, plus affinity/special interest groups such as enrichment travel and adventure tourism companies.

Trade Shows and Marketplaces

Detailed descriptions of these shows can be found in the trade initiatives sections of the Touring and Explorer market.

Joint Marketing Agreements (JMAs)

National and international tour companies and specialty groups are invited to submit proposals to the Manager of Market Development & Travel Trade to participate in joint marketing agreements with TCR. Marketing proposals are reviewed on an individual company basis and may be submitted at any time. Contact the Manager of Market Development and Travel Trade for program criteria.
For information contact Charlotte Jewczyk 709-729-0992 cjewczyk@gov.nl.ca

- **Trade Support**
  Sales missions to both new and key accounts are ongoing. Training sessions for pre-qualified top selling agencies and reservation staff of key tour operators in targeted markets are carried out annually. Commissionable export-ready suppliers and Regional Tourism Associations may participate. A variety of promotional materials including lap maps, tour shells, postcards, posters, mini-lures, videos, tent cards and profile sheets are available to ensure messaging and competitive edge within the market place, keeping Newfoundland and Labrador as a top-of-mind destination within the trade network.

Travel Trade Planner

Provincial trade partners are encouraged to provide information on new and enhanced products that can support the development of creative itineraries. Industry partners are invited to submit listings of new products and itinerary suggestions to assist the development of the Newfoundland and Labrador Travel Trade Planner and other marketing support initiatives.

Educational Trips/FAMS

The Travel Trade team welcomes and encourages provincial partnership support in the provision and planning of educational trade and familiarization tours (FAM) tours for qualified trade professionals.
Travel Trade Staff FAM Tour – Each year the travel trade marketing team tours a part of Newfoundland and Labrador with the mandate to expand their product knowledge and provide an opportunity to meet tourism suppliers at their place of business. This introduces further partnerships, product delivery and networking opportunities.

Advertising Co-ops

TCR negotiates editorial, advertorial and co-op advertising opportunities with various travel trade publications.
Who should participate: Tourism operators and DMOs with export-ready packaged products
For information contact Charlotte Jewczyk 709-729-0992 cjewczyk@gov.nl.ca

- **Group Tour Magazine**
  Distributed to 15,000 group travel professional from the US and Canada. The distribution covers tour operator members of ABA, NTA, OMCA, QBOA, USTOA, and Independent Tour Operators. Price pending, approximately $2,100.00 US. Deadline September 2004.

- **Canada Scope Trade Magazine**
  TCR negotiates a feature profile on the province and encourages tourism operators, receptives, DMO and specialty products to cooperatively advertise and submit editorial copy. Distribution 8,000 national and international tour, receptive operators, travel planners and travel influencers including CTC and international posts. Price pending, ranging $850.00 - $4,500.00. Deadline: September 2004.

- **Holiday Media - Atlantic Canada Tour Planner**
  The Atlantic Canada Group Tour Planner combines group tour information for all of Atlantic Canada into one easy to use volume. Distribution include members of NTA, OMCA, QBOA, ABA, Motorcoach Canada and GLAMER as well as international tour operators and travel agents. Distribution 12,000 copies. Advertising rates $235.00 - $5,381.00 (Based on 2004 Edition Rates): Deadline for 2005, edition to be confirmed

- **The Atlantic Coast Alliance Tour Planner**
  Atlantic Coast Alliance, formed by Aquila Tours, brings together motorcoach suppliers from the Atlantic provinces for the purpose of selling Atlantic Canada as a destination. Over 140 tourism operators in Atlantic Canada rely on the Atlantic Coast Alliance to assist with their sales and marketing efforts.
  Price: Membership/Advertising Rates from $450.00 - $1,075.00 (Based on 2004 Edition Rates)
  Deadline for 2005 Edition: March, 2004 (To be confirmed)

Memberships/Marketing Opportunities

- **Team Canada**
  Team Canada is a member-driven organization that promotes its members to tour operators who are members of NTA and ABA in order to maximize product awareness and provide opportunity for increased economic benefit.

  Annual membership from $350.00 for suppliers and DMOs with less than 250,000 population to $550.00 for DMOs with more than 1,000,000 population (Based on 2003 Rates).

- **Marketing Opportunities:** Team Canada negotiates special advertising rates with NTA and ABA trade publications including on-site marketplace publication in addition to Team Canada's major sponsorship during the annual marketplaces and NTA Spring meet. Additional advertising opportunities are available in the Team Canada Membership Directory which is mailed to all NTA and ABA tour operator members.

TRAVEL GUIDE 2005

A 200-page travel guide to Newfoundland and Labrador including Attractions, Adventures, Accommodations, Tours, Excursions, Shops, Studios, Galleries, Festivals and Events. The Travel Guide is distributed to all inquiries for travel information in Canada, United States, and English-speaking Europe. The print run is 200,000 copies.

Distribution Date:	January 2005
Deadlines:	
Free Listing Information	May 31, 2004
Advertising Booking	August 22, 2004
Advertising Material & Payment	August 29, 2004

Cost/Size Specifications:

Full Page	$9,750.00
1/2Page	$5,125.00
1/3 Page	$2,875.00
1/6 Page	$1,250.00 (Full colour)
	$875.00 (Black and White + one colour)
	$625.00 (Black & White)
1/12 Page	$312.50 (Black & White, copy only)

The rates are currently under review for 2004 and will be finalized prior to the ad solicitation process.

For information contact Andrea Peddle 709-729-2808 apeddle@gov.nl.ca
To book advertising contact the Bristol Group 709-753-7242 info@bristolgroup.ca
For listings information contact Jim Barrett 709-729-2985 jbarrett@gov.nl.ca

VISITOR INFORMATION CENTRES

The Department of Tourism, Culture and Recreation operates nine Visitor Information Centres (VICs) including two on the Marine Atlantic ferries. We also partner with 25 regional-based VICs. VIC staff are often the first personal contact for many visitors. They have a direct impact on the visitor's impression of our province and tourism revenues as they encourage longer stays and travel in all regions of the province. Annually, our provincial Travel Counsellors speak with approximately 135,000 people.

- **Literature Distribution**
  The Department of Tourism, Culture & Recreation operates a tourism literature distribution program which enables Newfoundland and Labrador tourism groups/associations and private sector tourism business operators to have their literature distributed free of any charge to provincial and regional Visitor Information Centres. Participants in this program are responsible for getting their literature to the Distribution Centre.

  Deadlines: Materials Deadline: April 30, 2004 and May 30, 2004
  Distribution Deadline: May 2004 and June 2004
  For information contact Nick Dawe 709-729-5228 ndawe@gov.nl.ca

- **Travel Counsellor Training**
  Each spring, a training program is conducted to enhance new student Travel Counsellors' knowledge of the province's attractions, services and products. Occasionally, permanent seasonal staff attend regional familiarization tours. Experiencing your product first hand through tours and presentations greatly increases their knowledge of your product, enabling them to transfer this information to our visitors. To promote your product or region to these crucial sales people, there are various opportunities to participate in regional tours and presentations.
  For information contact Glen Ryan 709-729-2427 gryan@gov.nl.ca

TOURISM INFORMATION MANAGEMENT SYSTEM

1-800-563-6353 is the information source for Newfoundland and Labrador's potential and current visitors. Place your business information in the Tourism Information Management System database of tourism products and services. The information you submit is used to produce the Travel Guide, the Travel Trade Planner and other departmental publications; listed on the Newfoundland and Labrador Tourism website; and used by the Call Centre Travel Counsellors on the toll-free information line.

- **Information**
  The Opportunity: List your tourism information on the Tourism Information Management System to make it easier for consumers and trade to get details on your business. At any time you may list and/or update your information with us so that it remains current for use on the website and on the 1-800-563-6353 information line – free of charge. (Please note: to have your information included in the Travel Guide there is a May 31 deadline.)
  For information contact Jim Barrett 709-729-2985 jbarrett@gov.nl.ca

- **Call Centre Travel Counsellors Training**
  The Opportunity: Call Centre Travel Counsellors may be our visitor's first point of contact in their Newfoundland and Labrador experience. Counsellors have an opportunity to promote your product or region and encourage visitors to stay longer. Educate these Counsellors on your product or region by giving presentations and keeping them informed of events, new attractions or adventures – free to tourism operators and/or in-kind contribution of products or services.
  For information contact Deanne Collins 888-693-2255 deanne@thecallcentreinc.com

WEB SITE LINK PROGRAM

In 2004 we anticipate approximately 500,000 unique visitor sessions on the Newfoundland and Labrador Tourism website. The website is designed to help people plan their Newfoundland and Labrador holiday with easy-to-use sections such as What to Do, Where to Go, Where to Stay, Getting Here, and Getting Around. We have recently revitalised and improved the website and more improvements are coming. The revised site provides more destination information and additional pages for travel media and travel trade.

List your business on the new Tourism Information Management System and it will automatically be included on the Newfoundland and Labrador Tourism Web Site. We will also provide a hotlink to your website (limited to one hotlink per listing). Place our link on your website, provide a reciprocal link back to our website. Operator links may be removed without notice at any time. All information must be kept current. Other conditions may apply.
For information contact Rick Siu 709-729-7389 ricksiu@gov.nl.ca

TOURISM "OPEN MIC" PROGRAM

Keep us informed on your tourism product offerings by making a presentation to TCR marketing staff. Our marketing staff are in contact with consumers, travel trade professionals and travel media. Help us supply them with current information on new product information and story ideas. We invite tourism operators, regional tourism associations and Destination Marketing Organizations with export-ready products to participate. To participate, reserve the first Wednesday morning of any month to present your product to our marketing staff. You must reserve at least one month prior. We can assist in reserving audio-visual equipment.
For information contact Shelley Magnússon 709-729-5251
shelleymagnusson@gov.nl.ca

MARKETING PARTNERSHIPS

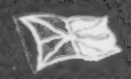
Find out how you can join the momentum of the successful Newfoundland and Labrador Tourism partnerships and market your business under the Newfoundland and Labrador brand. Contact our Marketing Partnerships coordinator for information on the current Tourism Marketing Plan and Partnership Opportunities. Our partnership opportunities, as outlined in this booklet, encompass a full range of marketing programs, and our coordinator can help you identify which program best fits your tourism operation and provide you with marketing advice. Presentations of the province's Tourism Marketing Plan can be delivered, upon request, to groups interested in marketing program development and partnerships.
For information contact Shelley Magnússon 709-729-5251
shelleymagnusson@gov.nl.ca

2004 PARTNERSHIP PROGRAMS GUIDELINES

- Costs are in Canadian Dollars unless indicated otherwise
- Programs and costs are subject to change
- Prices do not include applicable taxes
- Costs for production of adverting material are not included
- All programs are subject to change or cancellation. Programs details are confirmed as of press time.

ACRONYMS

ABA – American Bus Association
ACOA – Atlantic Canada Opportunities Agency
ACTP – Atlantic Canada Tourism Partnership
CTC – Canadian Tourism Commission
CVB – Convention Visitors Bureaus
DMC – Destination Marketing Companies
DMO – Destination Marketing Organizations
FAM – Familiarization Tours
FIT – Foreign/Fully Independent Travellers
GLAMER – Group Leaders of America
JMA – Joint Marketing Agreement
LCBO – Liquor Control Board of Ontario
NRA – National Rifle Association
NTA – National Tour Association
OMCA – Ontario Motorcoach Association
QBOA – Quebec Bus Owners Association
RTA – Regional Tourism Association
SARS – Severe Acute Respiratory Syndrome
TAMI – Tourism Atlantic Marketing Partnerships
TCR – Department of Tourism, Culture and Recreation
TIMS – Tourism Information Management System
VIC – Visitor Information Centre
VFR – Visiting friends and relatives



NEWFOUNDLAND
& LABRADOR
CANADA

Newfoundland and Labrador Tourism, P. O. Box 8700, St. John's, NL, Canada A1B 4J6
Toll Free within North America: 1-800-563-NFLD Telephone: 709-729-0862 Fax: 709-729-0057
E-mail: tourisminfo@gov.nl.ca Web Site: www.gov.nl.ca/tourism